

EX PARTE ORAL ARGUMENT

DOW, LOHNES & ALBERTSON, PLLC  
ATTORNEYS AT LAW

ORIGINAL

M ANNE SWANSON  
DIRECT DIAL 202-776-2534  
aswanson@dlalaw.com

WASHINGTON, D.C.

1200 NEW HAMPSHIRE AVENUE, N.W. • SUITE 800 • WASHINGTON, D.C. 20036-6802  
TELEPHONE 202-776-2000 • FACSIMILE 202-776-2222

ONE RAVINIA DRIVE • SUITE 1600  
ATLANTA, GEORGIA 30346-2108  
TELEPHONE 770-901-8800  
FACSIMILE 770-901-8874

March 28, 2003

VIA HAND DELIVERY

RECEIVED

Marlene ti. Dottch, Esquire  
Secretary  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

MAR 28 2003

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Re: **Notification of Ex Parte Communication**  
**MB Docket Nos. 02-277, 01-235, 96-197, 01-317, and 00-244**

Dear Ms. Dottch

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that on March 27, 2003, George Mahoney, General Counsel and Secretary of Media General, Inc., John Feore of this office, and I met with Jane E. Mago, Chief, Office of Strategic Planning, and her deputy Kathleen O'Brien Ham to discuss Media General, Inc.'s concern over any FCC attempt to craft a single rule to address ownership of various types of media outlets; the deregulatory purpose of the Telecommunications Act of 1996; the FCC staff's consideration of various ways of attempting to measure diversity: such as a quantification and weighting of "voices"; the type of media outlets that would have their ownership regulated under a single unitary metric; the disadvantageous effect of a single rule on convergence efforts in small to medium markets; and Media General's motion to bifurcate and repeal the newspaper/broadcast cross-ownership rule that was filed on March 11, 2003.

As required by section 1.1206(b), two copies of this letter are being submitted for each of the above-referenced dockets.

Very truly yours,

  
M. Anne Swanson

cc by telecopy:

Jane E. Mago, Esquire  
Kathleen O'Brien Ham